

ONLINE PUBLISHING / BY TONYA ENGST

A Do-It-Yourself Web Page

Creating a hypertext home on the Internet doesn't require high-priced designers and lots of overhead — all you need is patience.

THE WORLD WIDE WEB is all the rage, and the best thing about it is that you don't need to hire an expensive consultant, programmer, designer, or typographer in order to put up your first Web site. Making a home page

on the Web is surprisingly easy, as we'll show you in this seven-step tutorial.

Before you begin, you'll need to assemble your tools. To create your Web page, you'll require a word processor or a text editor (for background information about Web tools and HTML, see "From the Web Press to the Web," October '95, page 117) and a Web browser such as Netscape Communications' Netscape Navigator or EInet's MacWeb. To make your Web site available to the world, you'll need an Internet provider to host your page (see "Making the Internet Connection," May '95, page 66).

STEP 1: Order Tupperware Tags

A Web document consists of text marked up with HTML (HyperText Markup Language) tags. Pairs of HTML tags bracket blocks of text, affecting all the text located between them. View this arrangement as a series of containers, one inside another: An `<html>` container encloses the entire home page. Inside it are two main containers: `<head>` and `<body>`. The `<head>` tags enclose descriptive information, such as the title of your document, and the `<body>` tags

enclose everything else. So the first step in starting up a home page is getting these basic containers in order — you can use uppercase or lowercase letters for the tags (see figure 1a).

STEP 2: Check Your Work

As you create a home page, regularly check out how it will look on the Web. Save your file as a plain-text (ASCII) file with a name that ends in .html. Then drag that file onto the Netscape Navigator or MacWeb icon. In our example, you'll see "My Home Page" in the browser's title bar and "Welcome!" at the top of the window (see figure 1b).

STEP 3: Add Topic Headings

Like every element of your file except items that go inside the `<head>` tags, headings go inside the `<body>` tags. For example, below "Welcome!" you might type the headings that appear in figure 2a.

The `<h1>` tag stands for *heading 1* and is for main topics, `<h2>` is for secondary topics, and `<hr>` stands for *horizontal rule*.

After typing the headings, save your text file again and load it into your browser. The

`<h1>` headings should look more important than the `<h2>` headings. `<hr>` will appear as a horizontal line (see figure 2b).

STEP 4: Add Content

Of course, a home page is cozier with content. And you can use HTML tags to give your text added style by using boldface, italics, and special characters, as in figure 3a. Here's what this accomplishes:

■ Use the `` and `` tags to make text strong and emphasized. For the most part, strong text is bold and emphasized text is italic. These are called *logical* styles — although you can use *physical* styles such as `` and `<i>` to make text bold or italic, logical styles are preferred on the Web.

■ Since the Web can't handle special characters such as curly quotes and diacritical marks, you'll need to include some special-character tags. These are the items that start with an ampersand and end with a semicolon. Since HTML reserves the use of straight double quotes for special commands, use the `"` tag to represent double quote marks. In our example, we used the `ö` tag to represent the *ö* in *Schrödinger*. (A list of special-character tags is available on the Web.) And never use curly quotes in your HTML documents.

■ Web browsers ignore carriage returns in lines of text, so type `<p>` to put paragraph breaks in the appropriate places.

STEP BY STEP

figure 1a

```
<html>
<head><title>My Home Page</title></head>
<body>
Welcome!
</body>
</html>
```

figure 1b

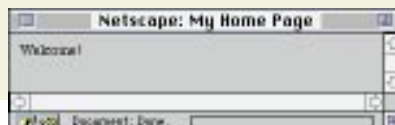
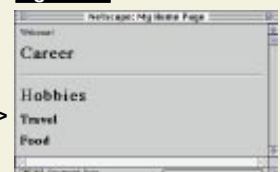


figure 2a

```
<h1>Career</h1>
<hr>
<h1>Hobbies</h1>
<h2>Travel</h2>
<h2>Food</h2>
```

figure 2b



■ Use `` tags to create an *unordered* (bulleted) *list*, and then populate that list with ``-tagged *list items*. You can use `` to make an *ordered* (numbered) *list* instead.

Check this HTML in your browser to see how it looks (see figure 3b).

STEP 5: Add a Hypertext Link

On the World Wide Web, links make the world go round. By adding an external link, you enable viewers to jump to another page.

To make a link, you must know the URL (Uniform Resource Locator) of the page you are linking to. To add a link, you will need to add tags to the text that mentions the DTP Internet Jumplist (see figure 4a).

This HTML uses an `<a>` (anchor) tag, with a Hypertext Reference, or `href`, attribute. The `href` attribute is followed by an equal sign and then the URL, in straight double quotes. In your browser, "DTP Internet Jumplist" will appear highlighted (in figure 4b, it's colored and underlined), indicating that it contains a hypertext link.

It's even simpler to create links to other HTML files you've created. If a file named `music.html` is in the same folder as your current HTML document, you can link to it by entering the filename, instead of an entire URL, after your `href` attribute: `My music page`.

STEP 6: Insert Graphics

Since graphics are part of the Web's appeal, let's add an image to the home page. Convert an image to GIF format, the standard format for online images, and give it a name ending in `.gif`. If you're using Photoshop, you'll have to convert your image to Indexed Color mode before saving it. Folks who do not have Photoshop can use the shareware program GraphicConverter or the freeware clip2gif, available in most online shareware archives.

Say we've put a graphic called `cat.gif` into the folder that contains our home page. We can now use HTML to add the image to our page, right after the text about Schrödinger's cat (see figure 5a).

Now save the document, and view it in a Web browser. The image should appear on the same line as the text "Schrödinger's cat" (see figure 5b). We've used the ``, or image, tag to select a source image file. You can adjust the way the photo aligns with your text by setting `align=` to `bottom`, `middle`, or `top`. And thanks to our `alt` attribute, Web browsers that don't support graphics will display the phrase "My cat." instead of our image.

STEP 7: Upload Your Page

When you've finished creating your page, it's time to upload it to your provider's Web server. Ask your service provider for more

information on how to transfer the files and where to put them to make them available for public consumption.

Where to Go from Here

Once you've created a rudimentary Web page, you'll probably be thirsty to learn new tricks to make your pages look even better. Here are some starting points:

■ Try to create a file using more of the basic HTML tags and see how they appear in your Web browser.

■ Imitation is a good way to learn HTML. To see the HTML behind your favorite Web pages, use your Web browser's View Source command. Note how other authors use HTML, and if you see a formatting trick you like, try to emulate it in your documents.

■ Check out our sample home page at http://www.zdnet.com/~macuser/mu_1195/home.html. Feel free to copy its HTML into your home-page document.

■ For more info on HTML, try the home page of Apple's Internet-authoring mailing list, at <http://abs.apple.com/apple-internet/authoring/>, or the Usenet newsgroup `comp.infosystems.www.authoring.html`.

An HTML version of this article is available at http://www.zdnet.com/~macuser/mu_1195/pub1.html. ☞

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STEP BY STEP

figure 3a

I'm a **desktop publisher**. My friends think I'm a "techie," but I'm not. I often get help from the DTP Internet Jumplist Web site.

Recent jobs:

- rice boxes
- soup cans
- book covers
- portrait of Schrödinger's cat

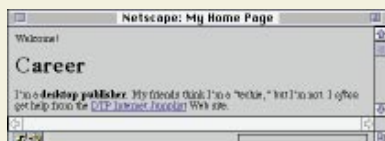


figure 4a

the ``DTP Internet Jumplist`` Web site.



figure 3b

figure 5a

``



figure 5b